I.P. Sharp
Associates
Limited

doing it right...

In the course of doing business in today's complex world, effective use of computer technology can offer you a decisive edge in the competitive market place. The computer as a tool can effectively organize and expedite business information.

How well a tool works depends first on how well it is made; second on how well it is used.

At I.P. Sharp Associates, we go by a variety of names—consultants, analysts, programmers, doers—but primarily we're craftsmen who know our tools; how to choose them and how to use them. It's a title we claim by reason of our cumulative experience, our professional record of success and our knowledge of computer technology and how to make it work for you.

I.P. Sharp Associates offers two areas of service: consulting in systems and business applications and computer time sharing geared to commercial use.

If you're considering a project involving computer technology, consider us. You'll find we have the tools to do the job, the practical approach and the professionalism to do it well.

our background...

I.P. Sharp Associates Limited was founded in 1964 in Toronto by a group of eight men, each contributing his outstanding expertise in computer technology. Today the company has grown to a multinational level with successful operating companies in the United States and Europe.

For more than a decade I.P. Sharp Associates has provided a broad range of information management services to governments, financial institutions, universities and colleges and major industrial corporations.

our services...

Systems consulting

During the years we've been in business, we've helped businesses of many kinds to operate better and more efficiently through the use of computers.

We undertake project management responsibility for large turnkey systems. Alternatively we can supplement and expedite your inhouse effort by providing:

- feasibility studies
- system design and preparation of specifications
- selection and purchase of hardware
- design and selection of communications requirements
- programming and testing of software
- systems integration
- systems management

A few of our projects and clients recently have included:

- air traffic software for an international airport
- nuclear reactor control systems for an atomic energy agency
- weapon control systems for the Armed Forces
- computer-aided trading system for a major stock exchange
- gas distribution systems for gas retailers
- order entry and market planning systems for a large brewery
- production scheduling and inventory control system for a major bottling company

THIRTY

AB5502

SHARP APL...

Many firms offer computer services.

I.P. Sharp offers *SHARP APL,* a programming language that has clear advantages of speed over more conventional languages such as Cobol, Basic or Fortran, and has proven to be ideal for the establishment and management of massive on-line data bases.

For many standard commercial applications we have flexible and easy to use program packages. These application systems, available in our public libraries, are lucidly documented even for those unfamiliar with programming.

Response time is excellent and so is our service—two reasons why we've done so well at keeping the customers we've made since the beginning of our time sharing business in 1969. Over the years, the many extensions and improvements we've made to the computer implementation of APL led to the establishment of a proprietary program product, *SHARP APL.*

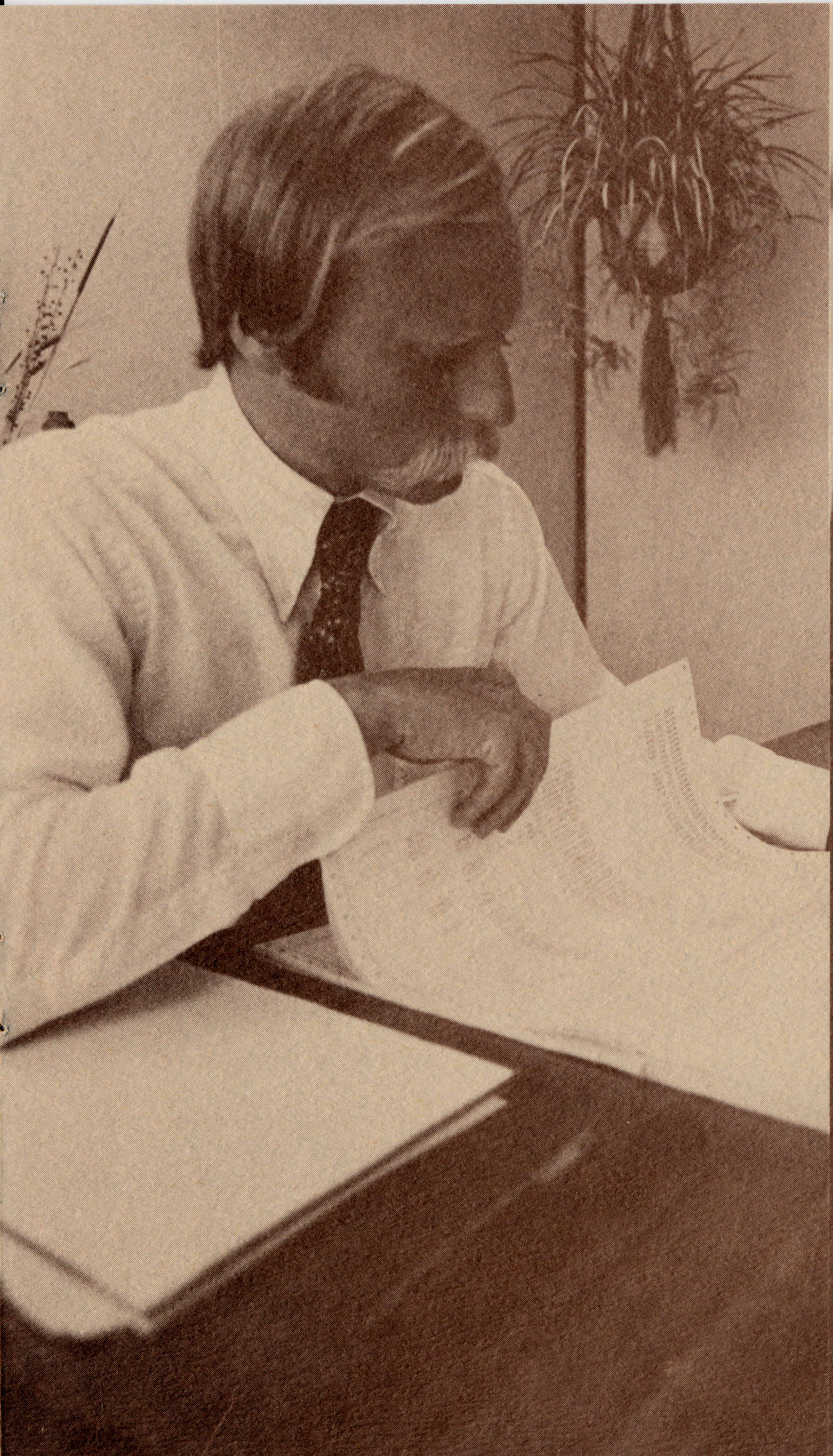
SHARP APL reduces the time required for programming to a fraction of that required for traditional programming languages. It's given us the capability to develop and maintain large statistical data bases for use by our customers.

we choose only the best...

Our staff is made up of people who are uncommonly good in their field. Our work record shows this. This maturity and creativity of our consulting group ensures the continuing quality of our work.

Our awareness of what's new and best and suitable for your needs in computer technology stems from a vigilance across North America and Europe.

Since 1964 we've been designing and implementing mini-computer based systems for many different applications. Our experience in this area is enhanced by our objectivity —we have no affiliation with any particular product line or manufacturer.



P. Sharp
ssociates Limit
Reception

the network...

The rapid acceptance won by *SHARP APL* is reflected by the growth of our communications network, which now extends across Canada, the U.S.A. and into Europe. Our clients have reliable direct access via local telephone link-up to two large scale computers located at our Toronto facility. The network supports most commercially available time sharing terminals. We also provide facilities for high-speed transmissions.

about you...

If this is the first time you've dealt with us, chances are it's because someone you know told you we do good work. We're proud of the fact a high percentage of our business comes from referrals by satisfied customers. We intend to keep it that way.

Our professional staff is trained to work with you, whether you have just made your first entry into the use of computer systems or whether you're well-experienced in the world of data processing systems and concepts. As consultants, we speak your language, but we thoroughly understand computerese.

On-going training programs keep our people knowledgeable in the latest data processing developments. You'll find that a decided asset in building a solid working relationship from start to finish.

We encourage you to take advantage of our training seminars. More than that, we will come to you with seminars tailored to your needs.

How can you find out whether we're right for you? Let us know about your next venture in computer technology. We'll be glad to show you how, by doing it right, you can benefit from a decisive competitive edge.

I.P. SHARP ASSOCIATES LIMITED,
SUITE 1400,
145 KING STREET WEST,
TORONTO, ONTARIO M5H 1J8.
(416) 364-5361

I.P. SHARP ASSOCIATES LIMITED

SUITE 1400,

145 KING STREET WEST

TORONTO, ONTARIO M5H 1J8.

Production—Communications Group
Photography—Richard Weakley